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Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES



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Shoptalker

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This is the story of an unusual exhibition of Italian contemporary art which is making a circuit of key retail stores under Parker sponsorship.

Cover: In the personality of a corporation there is vision. George S. Parker, founder of the company, saw that the future of his firm lay in expanding markets, not only in the United States but all over the world. He, himself, made numerous journeys to faraway places opening new vistas for Parker Pen. He set the pace which we still follow today. Chris Marquez, this month's cover subject, is a member of the Foreign Sales division which constantly seeks new faraway places in which to sell our products.

Credits: All photos in this issue were taken by Rex Photo with the exception of the larger picture on page 11 which was made by a Jordan Marsh photographer.



EDITORIAL

MEN AND MISSILES

If you saw CBS' "Biography of a Missile" you can appreciate this. The average guided missile has 37,000 parts. If each of these items can be made so reliable that it would fail only once in 100,000 times, the mathematical chances are that one missile in three would misfire.

On that same TV program, there was an equally extraordinary statement on the matter of human performance. The narrator, Edward R. Murrow, inquired as to how a Canaveral crew achieved such relaxed efficiency and esprit . . . was it discipline? No, said the project head, there was very little strictness or punishment. The smooth emotional atmosphere was due to a "deep sense of urgency . . .", he said. Everything else came naturally.

These two points contain powerful pertinence to everyone at Parker Pen. The present—and more significantly, the whole year of 1960—are critical, key times. Next year will be a year in which stability will be sought, a base from which the company can enhance its position and strike out on a rapid, upward course. This enhancement means of course, improvement of the profit picture.

There is pertinence because, like the missile, many parts make up the whole. No one person or department can achieve this stability, provide the surge of gyroscopic power that is needed. Human energy and urgency are required. And it must be a unified stream of energy. It must be many people who contribute reliably, efficiently. Mixed with this will be a growing sense of pride, and there is much to be proud of right now.

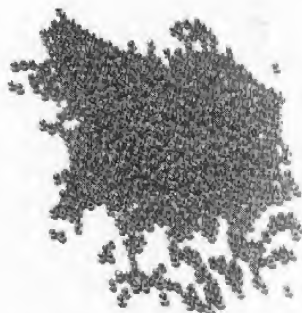
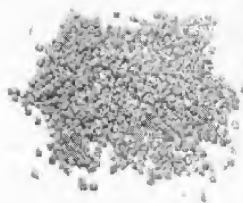
The above paragraphs, reprinted from Proxy, set the pace for this issue of Shoptalker. In the pages to follow, we trace just a few of the many things about Parker that we can point to with pride.

Strange Substances

Make Better Pens

Metals Department Uses Barrels and Inventiveness To Make Its Work Easier

While they seem strange bedfellows in the manufacture of gift writing instruments, these and many more materials give valuable assistance to the people in the Metals department. From lower left they are needle pins, Honite (a natural stone), ball shot, wooden balls, and walnut shells.



WALNUT shells, corn cobs, and carpet tacks are among a strange array of things making it possible for the people at Arrow Park to produce more pens, more uniformly, and with far less physical effort. They have, as a matter of fact, helped reduce to a mere half an hour the work which once required seven or eight hours.

How is this possible? We asked that question of Harvey Blake, chief of the Metals department and probably one of the nation's foremost authorities on "tubbing", a process in which parts are cleaned or finished by tumbling them in barrels. The answer took us back five years to a time when the Metals department faced up to a problem it had been living with for years.

There had always been difficulty in maintaining uniformity of parts during finishing and polishing operations. Hand methods employed did not attain the uniform results desired, and buffing machines could not always reach down into the tiny detail of a Parker Arrow Clip or similar part. Blake had known that if a few pounds of parts were dumped into a barrel and a second material coated with a polishing agent was added, he could impart a finish on the parts if he tumbled the mixture for some time. The big question was what carrier medium do you put with the parts and what kind of finish results.

That question is still being answered today, but with the knowledge learned thus far, the Metals department turns out 2,000,000 uniformly finished parts per week. Blake keeps a one-inch-thick log listing some 175 individual pen parts which the department processes in its tubs. These are either cleaned, de-burred, cutdown or polished, as meets the needs.

All along, tubbing of parts at Arrow Park has been experimental. There was no one to turn to in the beginning for advice. And today, Blake, himself, is periodically consulted on one problem or another by the people who manufacture the tubs installed in Arrow Park.

Not long ago a well known company came to Blake with a request. Would he test-tub a stainless steel device which was destined to be installed in the human heart? Blake accepted the challenge with confidence. The device turned over to him in quantity was cut from a single piece of special metal and was extremely thin. It resembled what can best be described as a circle with a long handle attached to one side. The circle was an inch or more across and the "handle" was no more than four inches long. The width was uniform over all and was about an eighth of an inch. It barely had any thickness.

(Next page, please)



In a human heart, it would perform the function of a flutter-valve and so had to be absolutely smooth on both sides and all along its almost microscopic edges. Buffing had not been successful: Tubbing appeared to be the last hope.

Blake set to work almost immediately seeking just the right medium that would do what was asked. After several attempts, he attained success. Today these parts, perhaps some which were tubbed experimentally at Arrow Park, are performing their delicate task inside the hearts of several Americans who might not be alive without them. In tubbing, the material that does the work is a cutting or polishing abrasive. These are standard throughout all industry. But it is the added medium, the material that carries the abrasive and rubs it against the parts during tubbing, that is most important. And here is where Blake's experimentation took place and is still taking place.

The department has tested and abandoned such media as ground glass, felt, leather, bird's eye gravel, sand, corn meal, corn starch, molasses, milk glass, oyster shells and even cyanide.

One day Blake sat looking at a small pile of plastic parts fresh from the Molding department which lay on his desk. Here and there along the edges of each part were tiny, thin fingers of plastic called "flash". These form when molten plastic squeezes into minute crevices inside the molding die and must be removed. This is usually done by buffing, but why, thought Blake, couldn't it be removed by tumbling it in a barrel.

The trick would be to break off the flash quickly, otherwise prolonged tubbing would begin to show wear on the part itself. This, he thought, could only be accomplished by freezing each part so that the flash would be brittle and snap off easily. The medium to use should be dry ice.

Blake and his men brought in several pounds of dry ice, crushed it and tossed it into a tumbler with the flash-bearing parts. After screwing down the cover, they set the barrel in motion. When they opened it again to remove the parts, they found the flash was gone. The medium however proved too dangerous for practical daily use. Every few minutes the barrel had to be stopped and its cover loosened to relieve the pressure of carbon dioxide gas coming from the rapidly evaporating dry ice. If this had not been carefully watched, the whole tub might have exploded up through the roof.

The list of materials which did prove out and are now used is a sizeable one. It includes such things as wooden balls, walnut shells, ball

August Weber, who supervises metals finishing at Arrow Park, examines a pen clip held by tub operator Ken Sime. Pen clips are only one of 175 separate parts which are processed in the revolving barrels.



shot, diagonal shot, crushed ceramic, carpet tacks, needle pins, coconut chips, nylon, a natural stone called Honite, corn cobs and aluminum oxide balls. Some of these are used with dry cutting or polishing compounds and others are used wet, depending upon the job that is to be done. The department has discovered that even some liquids will impart a finish on metal. For example, a mixture which looks like flour and water is used to give the 61 capillary cell case a vapor-blast-type finish, enabling the important Teflon coating to adhere to it more tightly.

The successes and discoveries achieved by Harvey Blake and his people are highly commendable. But of greatest significance is the fact that it now takes only half an hour of manual labor to do the same jobs which until 1954 often required as much as eight hours of tedious, hand bench work. The actual time that a barrel tumbles its contents (varying from 15 minutes to 48 hours) is only a minor part of the total cost of producing a given part.

In the past two years the number of tubs working for us at Arrow Park has doubled. Whether that number goes still higher depends upon the inventiveness and imagination of the people in the Metals department, who, from past performances, seem willing to give it a tumble.





AMONG the fads and fancies which regularly sweep this nation are those which give evidence of staying power. They generally require enough investment to make participation more than whim and quickly form a core of enthusiasts. Carting or karting (depending upon what section of the country you hail from) is one such pasttime.



Carting Comes to Janesville

Perry O'Brien, of Public Relations, regularly supervised carting activities at the course and provided refueling and maintenance service to those in need.



Janesvilleans first noticed that a new sport was being nurtured in their town when Sunday afternoon riders spotted youngsters zipping took their vehicles for the washing-machine-motor-strapped-to-a-board that he once had. But as Sunday after Sunday passed and the number of carts increased, he took a second look and saw signs of craftsmanship in these little cars. He learned later that a local industry was fast becoming prominent as a maker of these carts.

When the lots began to become crowded, he sensed a danger inherent in the sport if it grew on without supervision. Parker Pen realized this also, and in cooperation with Fox Body, the cart maker, and Ryan Construction Company, constructed a carting course just north of Arrow Park. Safety became the keynote in the operation of the course and young drivers and their carts were carefully screened on an inner circle before being permitted the use of the large outside track.

Thus, a company concerned with writing gave its home community a facility which may have saved a life. Who knows?

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Parker Assists Rebirth of Tuscany Art

In the north of Italy there is a small lovely province known as Tuscany which centuries ago produced one of the greatest bursts of creativity known to man. It was the wellspring of the Renaissance and it was the Renaissance which reshaped the thinking and esthetic judgment of the modern world. Tuscany was, indeed, its seedbed and brightest garden.

Today, in this same province, there is a stirring which has art lovers in watchful anticipation. It is a resurgence of art interest and art genius gearing limitless promise.

To stimulate this awakening, The Parker Pen Company and its indefatigable Italian distributor, Giuseppe Fantacci, have collaborated to produce an exhibition of sixty-four paintings. This exhibition has been brought to America for an extensive tour of elite department stores in metropolitan cities. First showing occurred October 12-24 at Jordan Marsh Co., Boston.

Participating artists are true "maestri". There is Pietro Annigoni, official portraitist to the royal house of England. There are also names like Casorati, Conti, Rosai, Tosi, Vagnetti, and many others. But there is yet another element. It was agreed that this endeavor should also provide a theatre for the budding young artist, the aesthete who has not yet achieved that elusive and revered mantle of being "known". Thus, the majority of paintings in the Parker exhibition are executed by hopeful, fresh talent.

The paintings were not gathered at random. An august group of judges, known throughout Europe, winnowed and sifted until a truly extraordinary selection has been made. Then a preview was held in Florence and critics there reaffirmed the judges' choice.

Thus, what many people believe to be the first symbol of a modest Renaissance-reborn, has reached U. S. shores. For the next year—and possibly more—it will be available for the scrutiny of American art enthusiasts. Its progress and affect will be periodically reported here.



For the time, however, it represents a rather unique handclasp between art and commerce. It is also a meaningful gesture of international cultural exchange. As Daniel Parker explained, "It is our small gesture of friendship . . . made in humility and with hope . . . in these times when people of different parts of the world are pulled apart by events and ideologies. Art and commerce are in my belief, the strongest links between civilized men."

Daniel Parker was on hand for the opening of the Parker exhibition of Contemporary Italian Art at Jordan Marsh, Boston. He is shown in the gallery discussing the showing with Alfredo Trinciari, Italian consul general of Boston.



Bert Fantacci flew to the U. S. to discuss plans for exhibiting the collected paintings with Roger Axtell who is directing the showings. The paintings will be exhibited in elite department stores in metropolitan cities.

Parker-Scanlon Ends Fifth Year

On Nov. 19, 130 persons gathered in the Arrow Park cafeteria to observe the fifth anniversary of the Parker-Scanlon Group Incentive Program. For five years, the people in the company's Manufacturing Division have worked in close cooperation and have reaped the benefits of their joint actions. A booklet distributed to all Manufacturing Division employes informed them that they had contributed a total of 1,168 ideas since the beginning of the program and that of these, 738 had been accepted and put into use.



Among those gathered for the event were (from left) George Parker, who addressed the assembly on the state of the company; Raymond Davenport, vice president of the International Brotherhood of Machinists local; Edwin Kapek, president of the Pen and Pencil Workers local; and Fred Lesieur, head of the Scanlon staff at M.I.T.

How About It?

Got a question, got a problem, got a gripe? The Party Line will do its best to come up with a reasonable answer to all reasonable questions, problems and the like. This month's Party Line appears on page 14.



Tony Cann and Don Miller

Young Englander Learns Pen Biz

Anthony H. Cann, the young Londoner whom most Parker people came to know as "Tony", spent most of the Summer working in the Product Planning and Manufacturing Divisions of the Company. He was here under a program sponsored by the International Association for the Exchange of Students for Technical Experience.

Tony, a University of Manchester student, inspected Parker "51" pens in Final Assembly on the day before he left to return to England. One of the pens, though he did not know it at the time, was later sent as a gift to Tony's father.

Tony is shown as he inspected that very pen. Chief Inspector Donald Miller looks on.

Bair Receives Montor Cup

Clifford G. Bair, Service, has become the fifth person to be awarded the Montor Cup by the Parker Athletic Association. In annual competition, Bair was named Athlete of the Year for 1959. Others who earned a place on the Cup are George Babcock, 1955; Anne Naeser, 1956; Arthur Marquardt, 1957; and Ruth Roberts, 1958.

Bair has been active in Parker sports since he joined the company in 1947. He participated in both basketball and softball from the very beginning and added bowling to his sports activities in 1949. In 1958 and again in 1959, he organized slow pitch softball teams in both the office and the factory. Playing on one, he captained and managed it to second place in the Thursday Night city league in 1958 and on to win the championship in 1959.

In basketball, Bair has played on the team which placed second in city competition in 1958 and won the championship in 1959. And, to top it all off, he manages a 175 average in bowling.



Cliff Bair, 1959 holder of the Montor Cup, is shown with Ray Urbanowski, president of the Parker Athletic Association.

Bair is often chided for being "too old" for basketball (he carries a few streaks of gray in his hair). But he has a stock answer for the remark. "It isn't age that hampers your game, it's your mileage."



Parker Pens Go with Miss Wisconsin

When Mary Alice Fox, Miss Wisconsin of 1959, went to Atlantic City to become first runner-up in the Miss America contest, she carried with her the personal support of the people of Parker Pen. The young contestants traditionally exchange home-state manufactured finery and Parker Jotters went with our lovely queen.





Why can't they provide a Jotter at each mail desk (in the office). It would eliminate bothering the person nearest the mail desk asking to use his pen to reroute mail?

Reply: It did not seem necessary to go to the expense of placing Jotter sets at each mail station. Instead, work pencils were put out. If they are not there now it is because they have been carried away.

Why can't the telephone list be kept up to date? A memo should go out every time a change is made.

Reply: Changes occur in the telephone listing almost daily. Memos are distributed periodically and record all changes made in the interim. It is impractical to repeat this procedure each and every time a single change is made.

Can there be a daily or weekly sheet posted in the plant with the titles of the songs to be played and the hour they are played? There are some of us, I believe, who would like to purchase for our own collections, some of the pieces played, but do not know the name and by whom played.

Reply: Beginning February 1, a complete list of the previous day's selection will be posted. It will name the performing artists and give the times the selections were played. If you hear something you like, note the time and check the boards the next day.

Comment: My work requires concentration all day and the least distraction is upsetting. The person sitting next to

me "hums" or whistles constantly and I wonder how you could tactfully say "stop it"?

Reply: Some people use the glare method of stopping a hummer or whistler. This takes time. A simple, sure way to end the annoyance is to begin humming or whistling right along with the individual. He quickly notes the fact that he is being accompanied and stops out of embarrassment.

SatEvePost Salutes Parker

Parker Pen is an advertiser by tradition. But with the Saturday Evening Post, Parker is both an advertiser and a tradition.

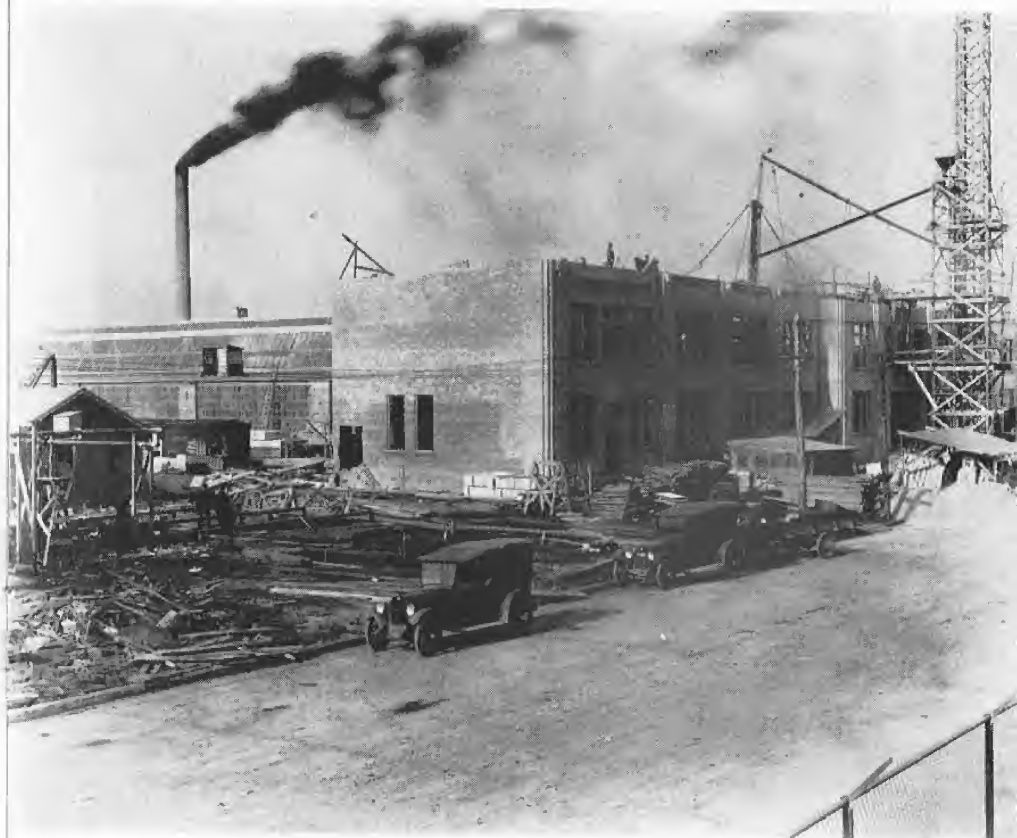
Recently the magazine paid formal tribute to the company for 50 years of continuous advertising in the pages of Post. Top executives of the Curtis Publishing Company and of Post magazine flew out from Philadelphia to present officers of Parker Pen with a plaque commemorating the half-century association.

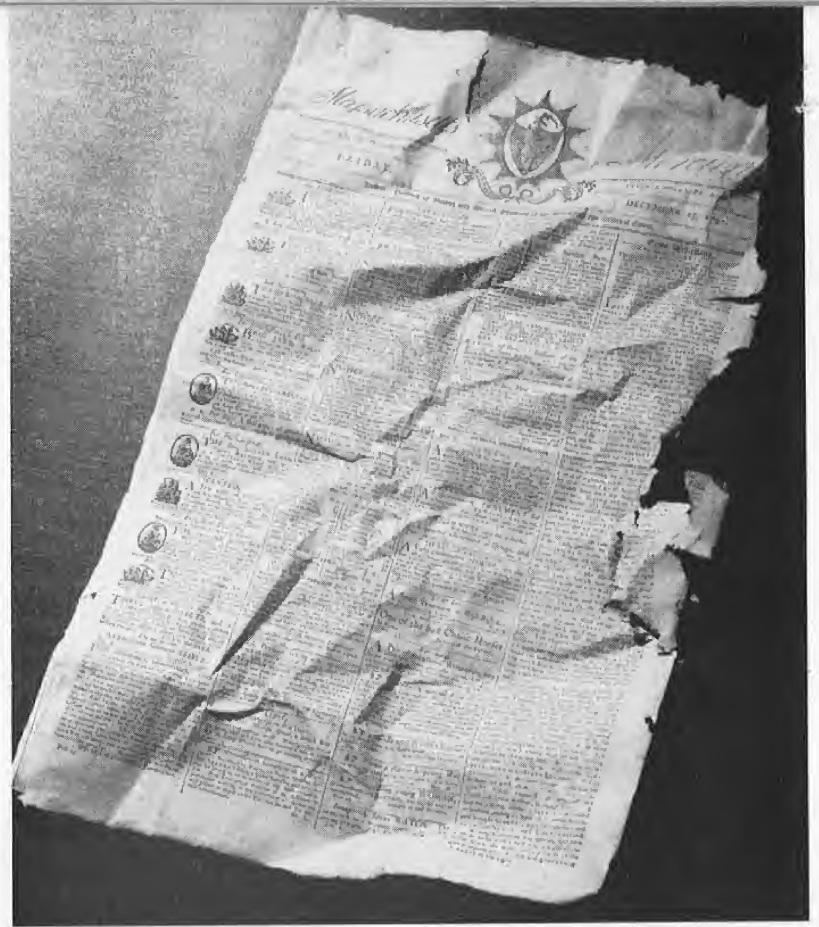
Shown here are Peter Schruth, vice president and advertising director of Post; Bruce M. Jeffris; Robert E. Mac Neal, president of Curtis Publishing and Daniel Parker.



Over the Shoulder

The Great War had ended and peace and prosperity were among things Americans had to contend with. And while life was filled with thoughts and dreams of brighter tomorrows, fashion kept Americans ever equipped for a trip to the cemetery. Whether it was due to a lack of pigment or prognostication, black remained the vogue. You drove or tinkered with a black car. You had a choice of black in the Parker Lucky Curve pen you carried. Even your celebrated blue serge suit looked black until close examination proved otherwise. And that year, 1919, General Motors began construction of a Chevrolet division on Janesville's south side.





Few people in the world would use a 162-year-old copy of a newspaper as wrapping paper. Few indeed, are equipped to do so. But to Forest H. Sweet of Battle Creek, Mich., ancient newspapers and other periodicals are quite plentiful. Sweet, a collector of antique documents, recently returned his Parker Pen for repairs. When unwrapped by Marion Coyne it was an age-yellowed and brittle copy of the Massachusetts Mercury, printed in Boston on December 15, 1797.

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